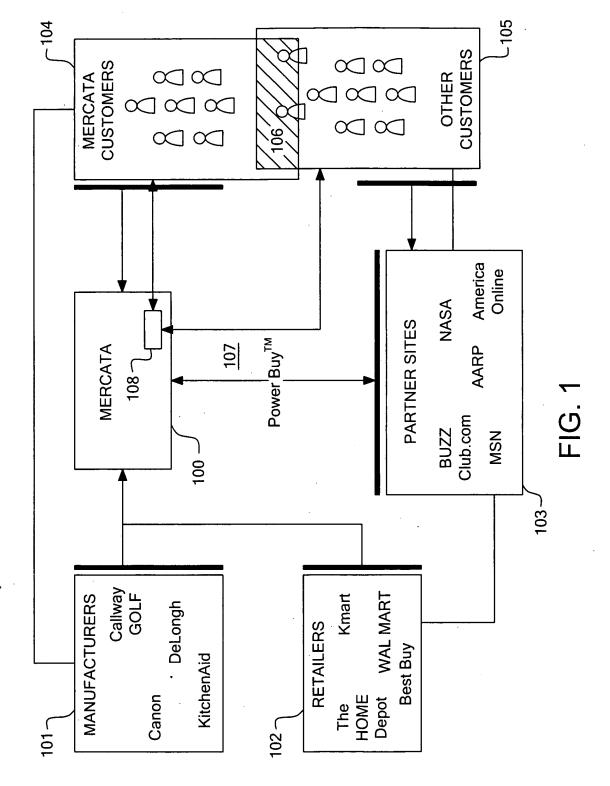


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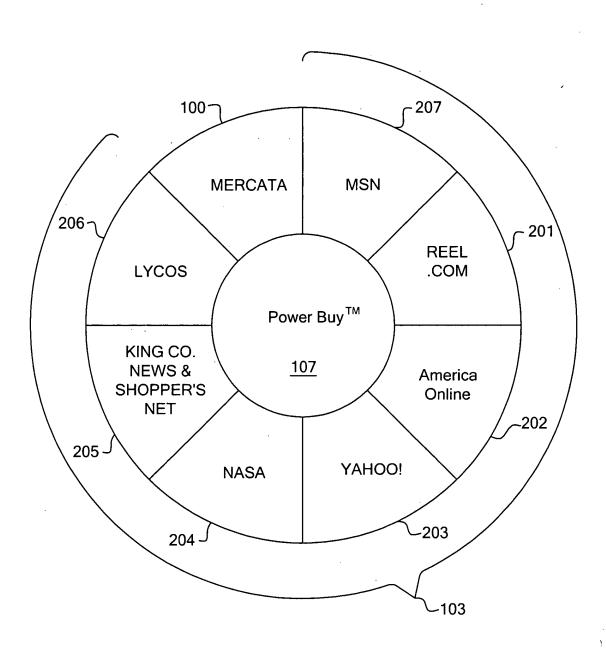


FIG. 2

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			000	
MERCATA EXCLUSIVE POWERS TM MSN JOINS L303 THE REVOLUTION	POWERS™ MSN JOINS ~ 302 REVOLUTION)2		207 MSN
MARCH 1999 HOME CUS 1:00 AM PDT	MARCH 1999 HOME CUSTOMER SERVICE MY ACCOUNT PowerBuy CENTER HELP & INFO 1:00 AM PDT	JNT PowerE	3uy CENTER	HELP & INFO Ç
Quick Search				
Current By G	00	MSN Po	Power Buy TM	
Power Buys TM	Cassiopeia E-100		$Microsoft^{oldsymbol{\otimes}}$	- 00
Checked By PowerBuy	Power Buy		Cordless Phone	
Consumer Electronics		o G	System PowerBuv	
Hand & Power Tools		-		
Home & Kitchen		₩	\$179.99	
Lawn & Garden	Now: \$369.99	₩	\$149.99	
Specialty Gifts	Save: \$80.00	0)	\$30.00	
Sports & Fitness	Details		Details	
View Brands	Item:	Our Price:	Our Price:	Page 1 of 1
Product Requests Buyer's Guide	Cassiopeia Palm-size Multimedia PC. E-100	\$369.99	\$80.99	1 Day Remaining (Details)
	Microsoft [®] Cordless Phone System	\$149.99	\$30.99	2 Day Remaining (Details)
ME	MESSAGE BOARD	304		
• These things	are great. My friend Joe had			MSN *
This price is \$10 less than	to loce than]		
• The phone w	The phone works really well with	PowerBuy	Center Help &	noille I About Os I Custollilet Sel vice PowerBuy Center Help & Info Shopping Cart
	4	rivacy Policy	Terms and C	Privacy Policy Terms and Conditions Site Manager
	i C			

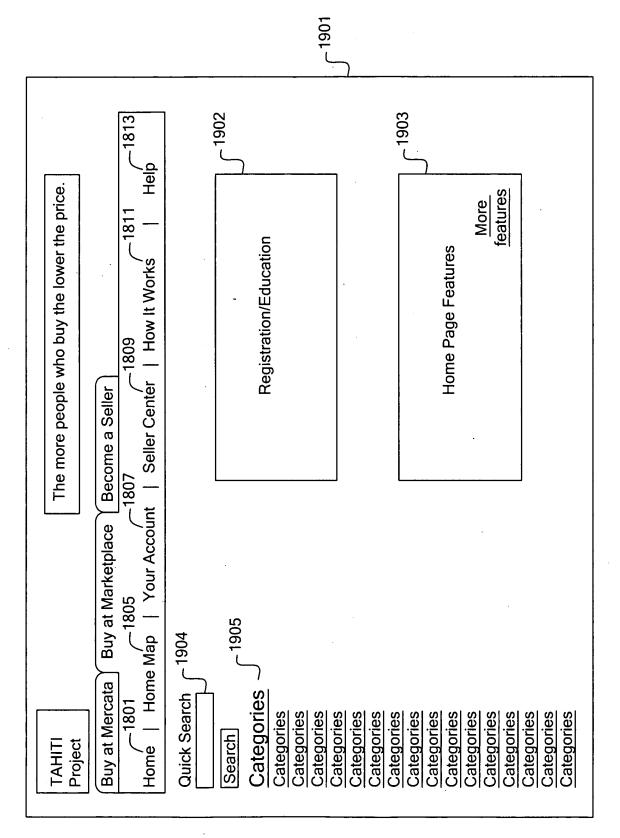


FIG. 19

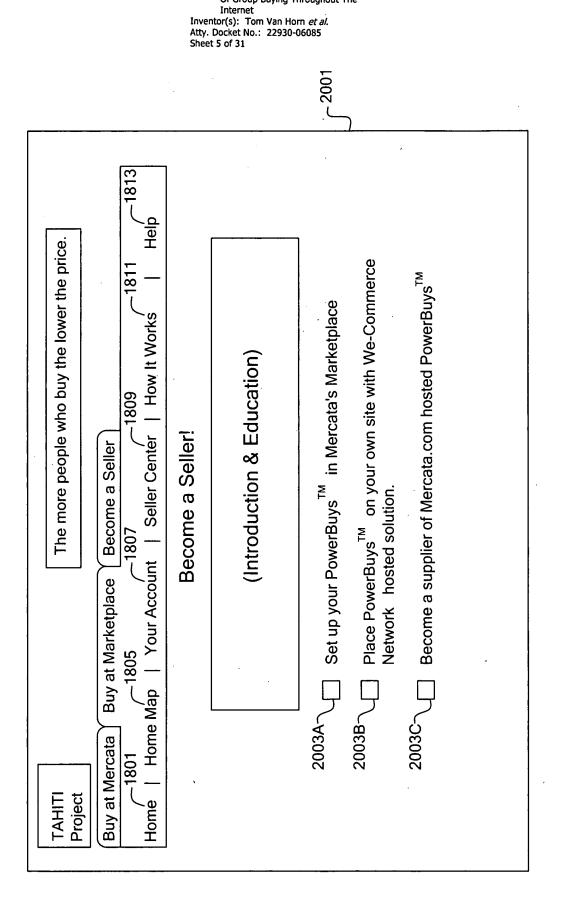
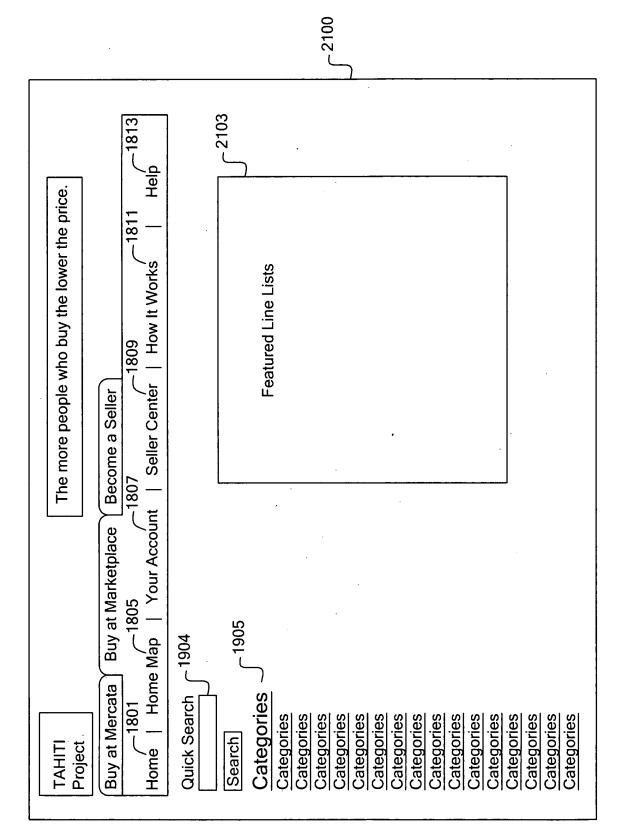
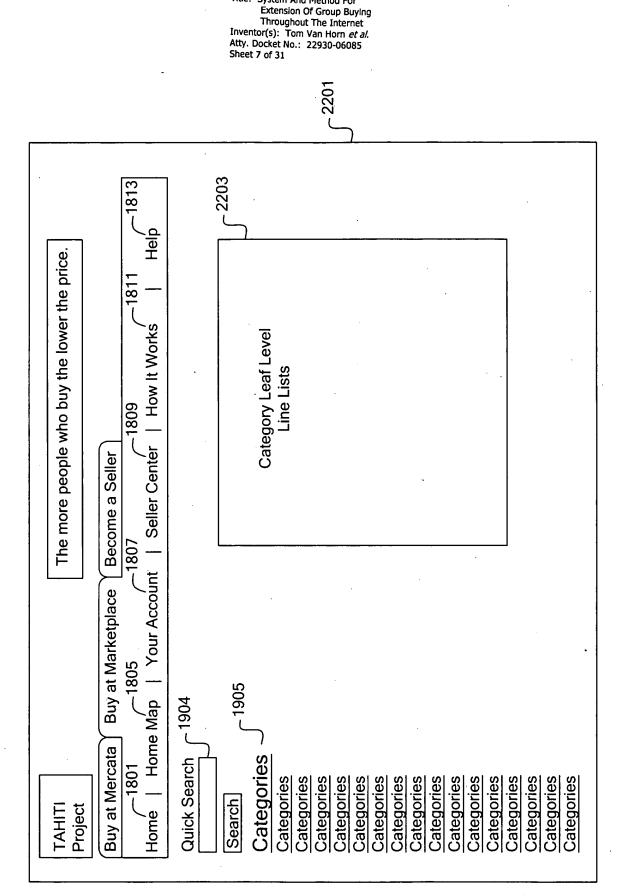


FIG. 20

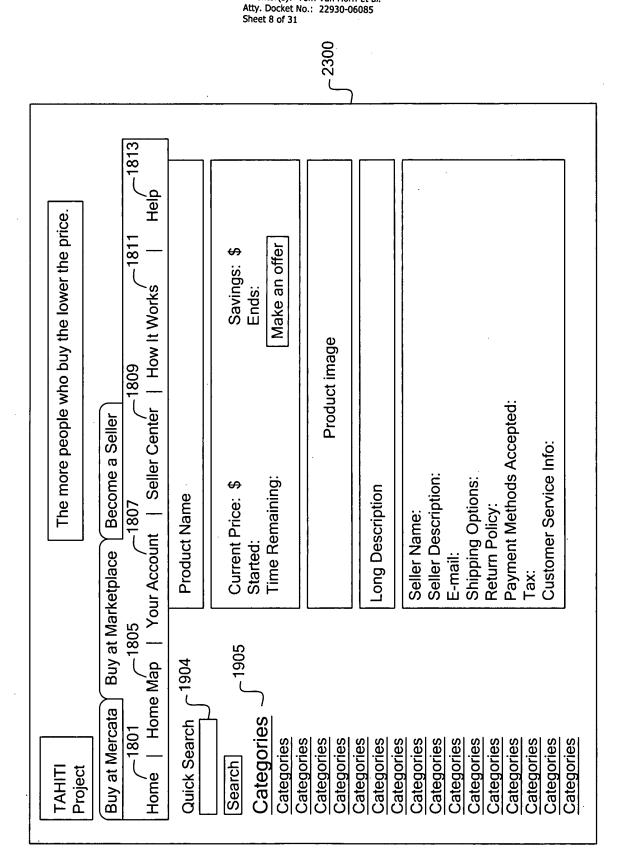


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Inventor(s): Tom Van Horn *et al.*

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Of Group Buying Throughout The

2400 1813 The more people who buy the lower the price. By clicking the "I Accept" button below, you are agreeing to accept and How It Works ☑Yes, I would like promotional e-mails from improvements Catalog. If you forget your password, we'll ask you the following question for abide by these Terms and Conditions and the Privacy Policy. 1809 Seller Centér Become a Seller New Account Sign In (I Accept 1807 Your Account Buy at Marketplace 1805 Promotional Emails Verify Password: Password hint question: Password hint answer: Password: E-mail address: Home Map verification: Buy at Mercata -1801 TAHITI Project Homé

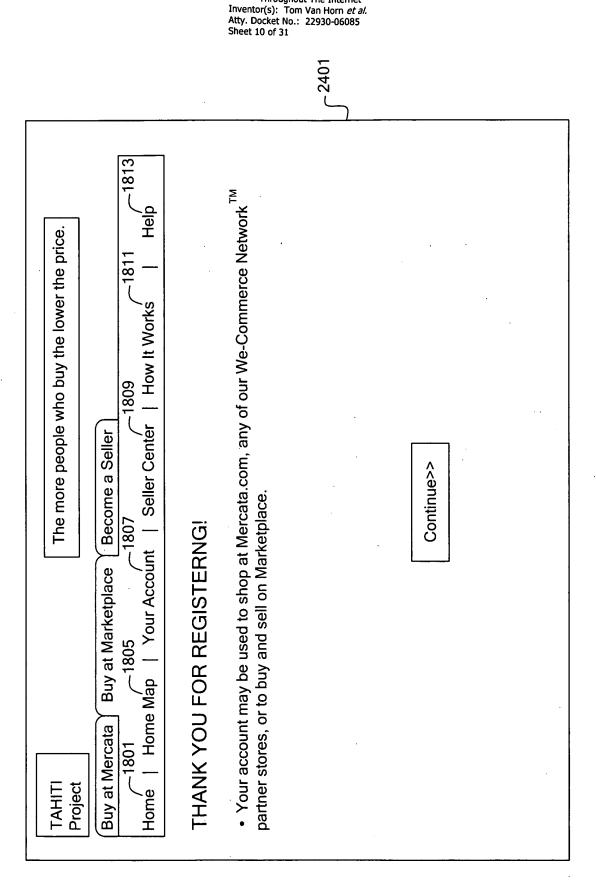
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FIG. 24A

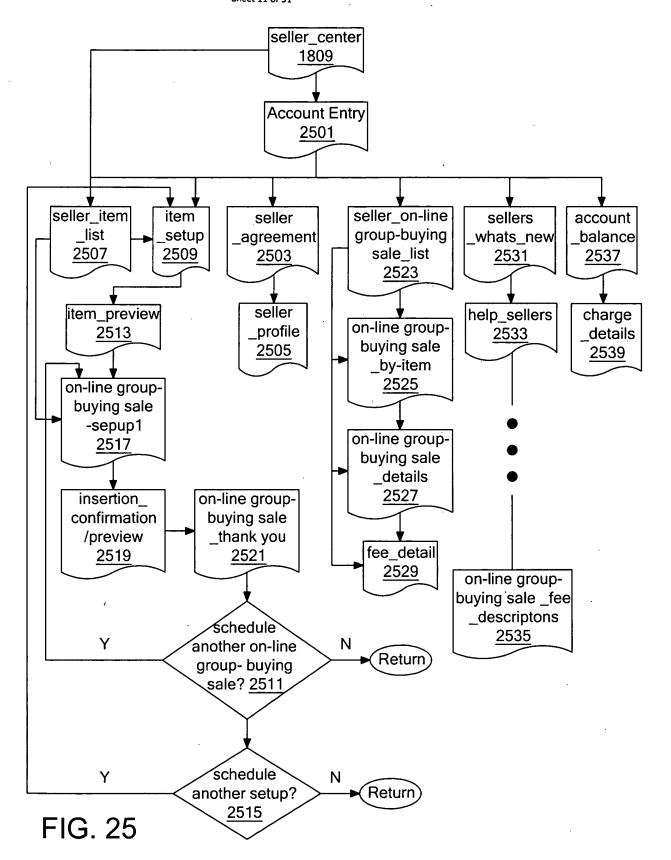


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Extension Of Group Buying Throughout The Internet

FIG. 24B

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2601 1813 self-service PowerBuysTM many answers. Read selling on Mercata's Read Seller Intro. Read Seller Tips Many questions, Featured placetitles and other merchandising make more \$\$. The A-B-Cs of Help tips help you ments, bold Seller FAQS The more people who buy the lower the price. ### ### 1811 How It Works 1809 Selling in Mercata's self-service PowerBuyTM is fast, easy and fun If you already have a Mercata account (as a customer or seller), Seller Centér Become a Seller Dont' have an account? Create a new account now. 1807 you can begin now by using these links to: Your Account Buy at Marketplace - and it's way better than auctions! -1805 View/Edit Seller information Home Map Run a PowerBuyTM Seller Center View/edits items Buy at Mercata 1801 Set up items TAHITI **Project** Homé

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FIG 26

You have \$0.00 available 1813 How to use Mercata\$ All account information, including your name, contact information, passworkd and PowerBuy Information about your pending Powerbuy Offers. Click on the "Your Offer" link to increase offers and order information apply to all partner stores in the We-CommerceTM Networks. | Shopping Cart Help The more people who buy the lower the price. The more people who buy the lower the price. | Time Remaining | Your Offer | Current PowerBuy Mercata\$ 1811 How It Works You have no pending PowerBuy Offers Store Map | Your Account | Help Center | How It Works 1809 View and/or change your credit card information, shipping Seller Centér Become a Seller information, e-mail address and password settings. 1807 Your Account Buy at Marketplace Your Account Information Seller Your Current PowerBuys 1805 Home Map Item **Buy at Mercata** your offer 1801 MERCATA Home **Project** TAHITI Homé

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FIG. 27A

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F			•			
	Your Recent Orders			·		
	Click on a Order # for order or offer details.	ffer details.				<u>.</u>
	ltem	Seller	Date of Sale	Order Number	Shipping Status	
	Aare Twin Minute Bed Portable Matress IGt.06721	Mercata	07/17/00	N0264529	Shipped-07/19/2000 UPS #17A956180340141246	\$47.64
	Skyway "Kingston" Rolling Duffel, Midnight Teal	Mercata	04/01/00	N0178466	Shipped-04/05/2000 UPS # 17096EDW0348152534	\$24.38
	English Heirloom 3-Piece Ergonomic Gardening Tool Set	Mercata	02/18/00	N0162357	Shipped-02/23/2000 UPS #17A985180360067021	\$9.97
	Motorola 14-channel TalkAbout Mercata 2-Way Radio (Anthracite), TALK250SA	Mercata 250SA	02/1/00	N0150877	Shipped-02/15/2000 UPS #17223A890340000003	\$162.74
	Your Account History					
	Review all orders, including past	t purchases	and Mercata	ast purchases and Mercata spent and earned.	sarned.	
	Seller Account Information					
	 View Current PowerBuysTM View Futrue PowerBuysTM View Closed PowerBuysTM View Your Seller Account Balar 	Setunian View Run alance View	Setup Items View/Edit Items Run a PowerBuy TM View Seller Information			
].		

2801 813 Helpful material Help for Sellers The more people who buy the lower the price. 1811 How It Works Mercata's Marketplace does not control the content.. etc.. etc.. 1809 I understand that this is a binding agreement... etc... etc Seller Centér Become a Seller List of all things must be agreed upon registering: 1807 1. I am an adult... at least 18 years old.. etc I will not provide fraudulent... etc.. etc This is where the seller agreement goes. | Your Account Buy at Marketplace -1805□ I agree (required) I agree (required) ☐ I agree (required) I agree (required) Home Map Seller Agreement Buy at Mercata 1801 TAHITI **Project** Home 4 က

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FIG. 28

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1813 The more people who buy the lower the price. These are your current default settings that will appear on your item's detail page. How It Works -1809 | Your Account | Seller Centér Become a Seller Save changes 1807 Buy at Marketplace Payment Methods Accepted: 1805 Customer Service Info: Seller Information Seller Name: Seller Description: Seller E-mail: Home Máp Shipping Options: Tax Collected In: Return Policy: Buy at Mercata 1801 TAHITI Project Homé

FIG. 29

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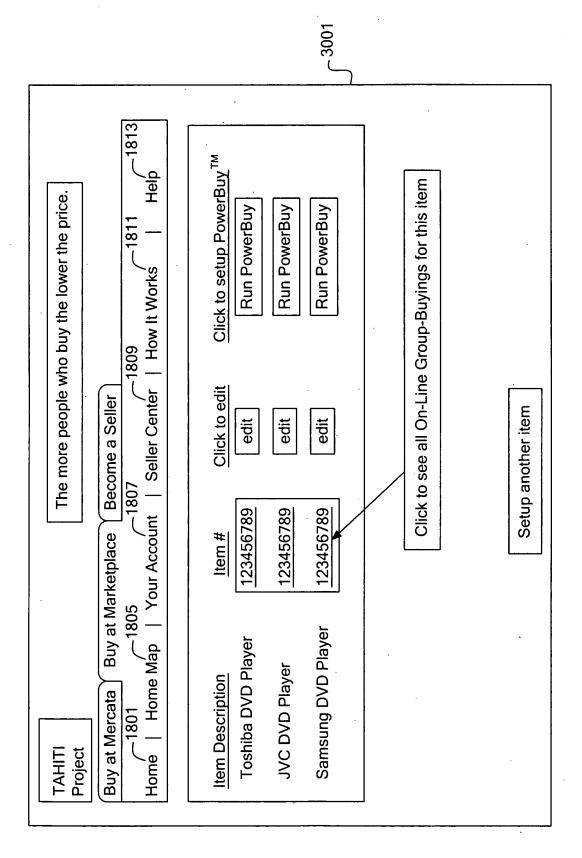


FIG. 31A

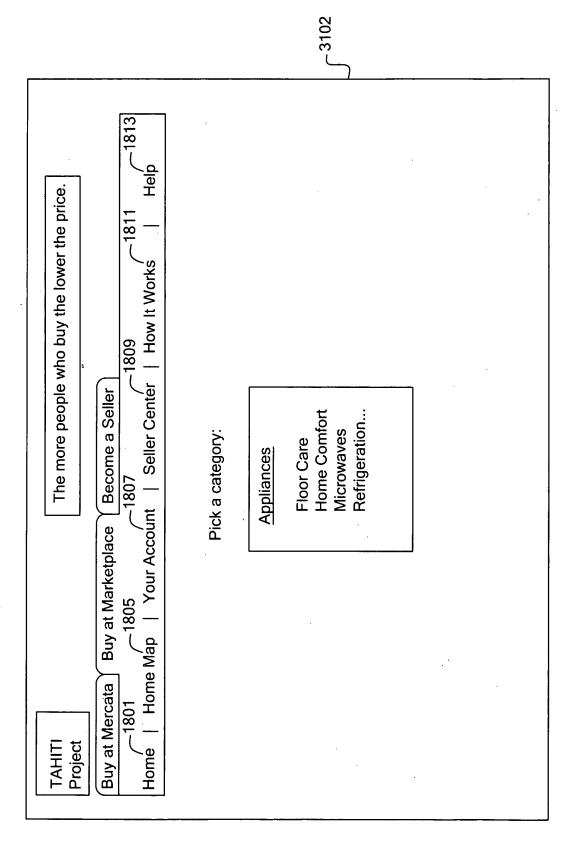


FIG. 31B

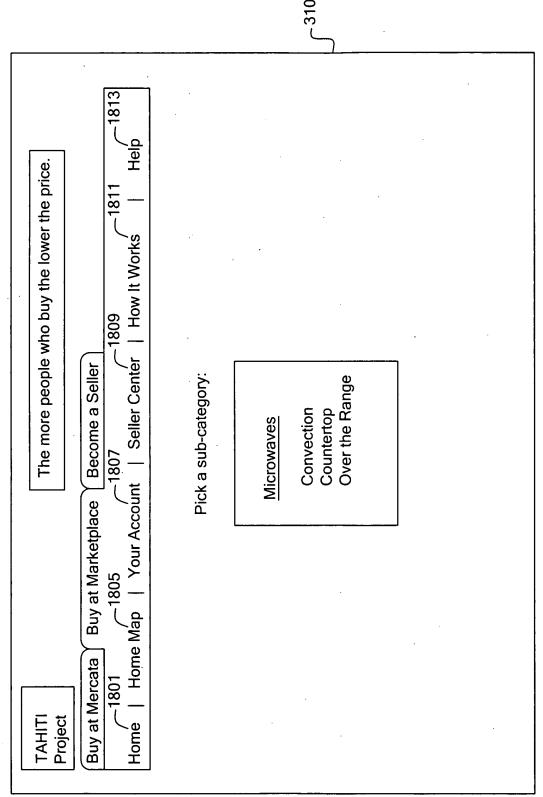


FIG. 31C

3104 Setup another item 1813 make changes or setup your profile, please see Your Account. If your policies deviate for this Your company name and associated policies will appear on this product's detail page. To The more people who buy the lower the price. 1811 How It Works particular product, please note the changes in the long description above. PowerBuyTMthis item -1809 Convection Over The Range Seller Centér Become a Seller 1807 Product Information (Read Item Setup Tips) Home Map | Your Account Preview item Refrigeration... Buy at Marketplace Microwave Floor Care Seller Information & Policies 1805 Baby Electronics... Product Name: Appliance Pick a category: **Buy at Mercata** Image URL: Description: -1801 TAHITI **Project** Home

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FIG. 311

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1813 Continue The more people who buy the lower the price. 1811 How It Works Change -1809 | Your Account | Seller Centér Item Preview Become a Seller 1807 Payment Methods Accepted: (display here) Buy at Marketplace Customer Service Info: (display here) Seller Description: (display here) Shipping Options: (display here) Tax Collected In: (display here) Product Name: (display here) Return Policy: (display here) Seller E-mail: (display here) -1805 Seller Name: (display here) Description: (display here) Category: (display here) Home Map Seller Information Item Information **Buy at Mercata** Product Image: -1801Project Homé TAHIT

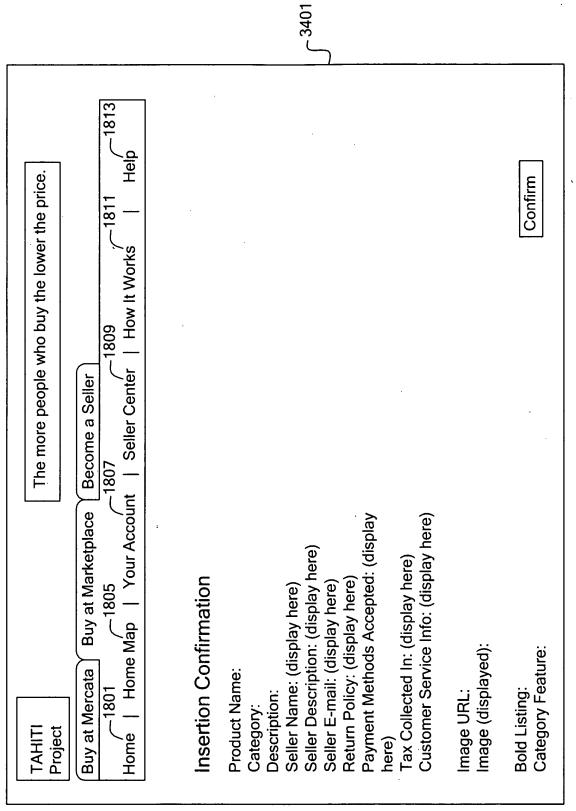
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The more people who buy the lower the price. Become a Seller 1809 Seller Center How It Works Help	On-Line Group-Buying Sale Exclusivity 3304	Recalculate
	Product Name: Item Number: * Quantity Available: Beginning Price: Price Floor: Max. # of Units per buyer: Starting Date: PowerBuy TM Duration:	
TAHITI Project Buy at Mercata Buy at Marketplace	PowerBuy TM Pricing Start and End Times of PowerBuys TM are at 10PM PST	Insertion Options ☐ Bold \$x.xx ☐ Category Feature \$x.xx ☐ Home Page Feature \$x.xx ☐ Hot icon \$x.xx

FIG. 33



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FIG. 34

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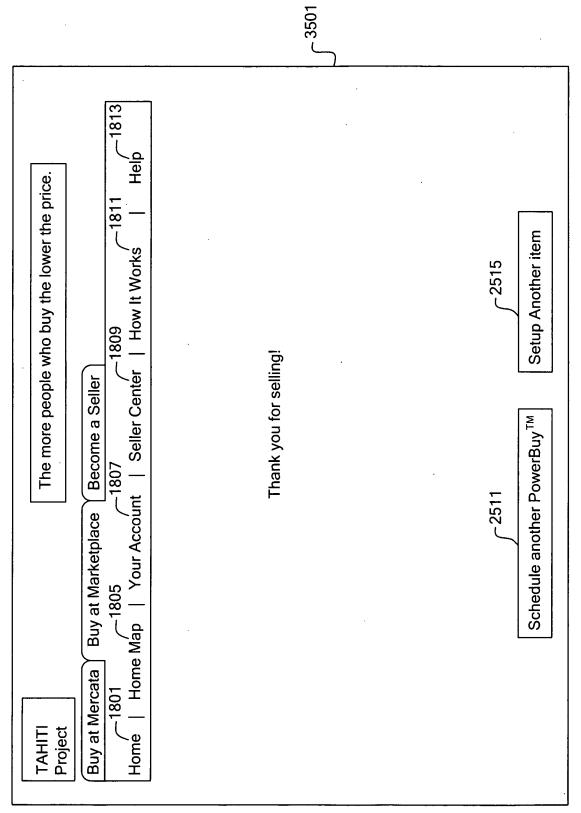


FIG. 35

3601 * * powerbuy-setup_ 1813 \$135.00 \$110.00 \$230.00 display 3301 Fees (Fig. 33) Links to PowerBuyTM. Click on the icon to the right of the listing to reschedule that PowerBuyTM. (**) Click the "Fees" link to see a detailed breakdown all of fees associated with a particular The more people who buy the lower the price. Committed | Total | Price | Inv. 200 20 55 -1811 \$550.19 \$194.56 \$65.76 How It Works display 4100 fee_detail (Fig. 41) Links to 10 65 49 Click to see all On-Line Group-Buying Sales for this featuerd item -1809 | Seller Centér 7 57 Ŋ Become a Seller takes seller to On-Line Group-Buying Sale details display Click on description to see more details of this insertion PowerBuyTM List- (Current, Future or Past) Samsung DVD Player, Toshiba DVD Player JVC DVD Player 1807 Description | Your Account Buy at Marketplace -1805 8/28/00 8/30/00 123456789 8/28/00 8/30/00 123456789 8/28/00 8/30/00 98765432) Item # | Home Map Buy at Mercata Start | End 3901 (Fig. 39) -1801 TAHITI Homé Project

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FIG. 36

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-3701 1813 \$134 Fees \$26 \$28 \$55 Help <u>|</u> The more people who buy the lower the price. 30 30 30 30 1811 How It Works Total | Final Price | Units Sold ਨ 9 12 1809 \$218.24 \$235.87 \$240.07 \$255.81 Seller Centér Become a Seller offers Run this item on PowerBuyTMagain 15 5 1807 Item Description: Samsung DVD Player Your Account Start Date | End Date | Committed Buy at Marketplace Ŋ 6 ∞ 2 List of PowerBuyTM by Item -1805 Item Number: 123456789 Home Máp 8/23/00 8/30/00 8/26/00 8/21/00 Buy at Mercata 1801 8/15/00 8/27/00 8/20/00 8/24/00 TAHITI Project Home

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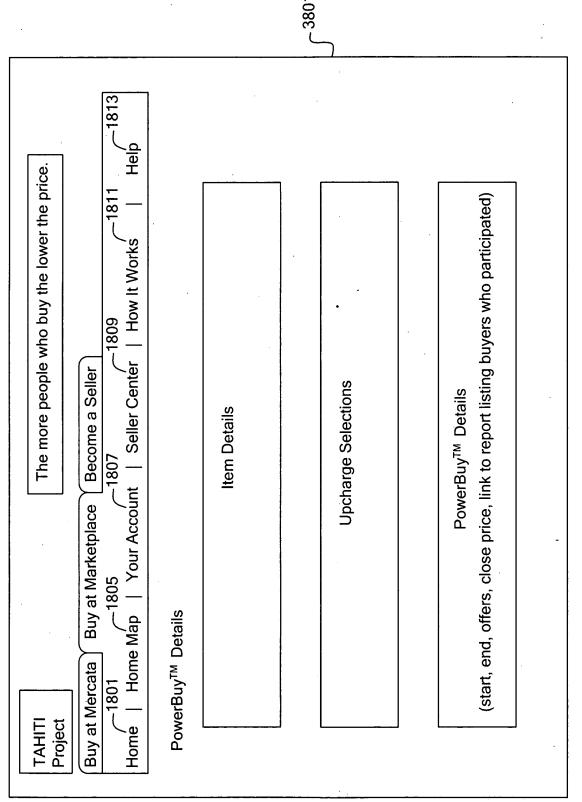


FIG. 38

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3901 1813 Below is a breakdown of fees associated with the following PowerBuy group purchase: Total Charges The more people who buy the lower the price. 1811 \$15.00 \$10.00 \$8.00 \$4.00 \$18.00 How It Works 1809 Seller Centér Become a Seller Platnium Nose Hair Clippers w/Carrying Case 8/21/00 8/16/00 8/16/00 8/16/00 8/16/00 1807 Your Account Buy at Marketplace (Questions? Read fee descriptions) Closed 08/21/00. Item #89097657 PowerBuyTM Fee Details Special Placement/Category Special Placement/Gallery -1805Extra Display/Bold Title Home Máp Buy at Mercata Final Value -1801 Insertion TAHITI **Project** Home

FIG. 39

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4001 Click on Order # for an itemized 1813 list of charges The more people who buy the lower the price. 1811 Featured Listing Fee for Item # 123456789 How It Works Bold Listing Fee for Item # 123456789 Final Value Fee for Item # 123456789 Inserting Fee for Item # 123456789 Swept balance to order # (N12345) Swept balance to order # (N55555) Swept balance to order # (N54321) Insertion Fee for Item # 987654321 1809 Seller Centér Become a Seller 1807 Reason Your Account Buy at Marketplace Amount (\$20.00)\$185.00 \$123.50 \$187.29 (\$43.67)(\$5.00)(\$2.00)(\$5.00)-1805Home Map Pending Charges Date of Charge Past Charges Buy at Mercata 8/23/00 8/15/00 8/18/00 8/18/00 8/18/00 8/22/00 8/1/00 8/7/00 1801 **Project** TAHIT Home

FIG. 40

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-1813 The more people who buy the lower the price. -1811 Total Charges \$145.36 \$15.00 \$10.00 \$8.00 \$18.00 \$8.00 \$4.00 How It Works Below is a breakdown of charges associated with the following Order #: -1809Seller Centér Become a Seller 08/16/00 08/16/00 08/16/00 08/21/00 08/25/00 08/25/00 08/16/00 1807 (Questions? Read fee descriptions) Home Máp | Your Account Buy at Marketplace Special Placement/Category Special Placement/Gallery Extra Display/Bold Title Extra Display/Bold Title -1805 **Charge Details** Final Value Buy at Mercata Insertion Insertion N468363 -1801 TAHITI Project Home

FIG. 41